

Industrial Technologies Program *Save Energy Now ALLY* Partnership Application

The U.S. Department of Energy (DOE) seeks to partner with diverse organizations that offer programs, services, and incentives that will assist committed industrial companies in successfully reducing their energy intensity. Organizations that continuously maintain strong working programs for the industrial sector are invited to voluntarily apply to become a *Save Energy Now ALLY* Organization to receive special recognition and support from the Industrial Technologies Program (ITP).

Instructions

This ALLY Partnership Application will provide ITP with the necessary contact and other program information from your organization to determine eligibility to be awarded *Save Energy Now ALLY* recognition. ITP will evaluate and approve an organization to be an ALLY based on responses to the following questionnaire. Determination of eligibility, scoring, and definitions of key delivery areas can be found in the [ALLY Eligibility and Partnership Application](#) Definitions document.

Organizations are encouraged to apply for an ALLY Award. To be considered, an organization must meet the specific eligibility requirements in the Partnership Application and have read and acknowledged the Logo Usage Guidelines with the signature of a senior representative. Please complete the Partnership Application and Performance Scorecard and submit to SaveEnergyNow@ee.doe.gov **

Within 30 days of submission, organizations will receive formal notification from ITP on their application status. If an organization meets the eligibility requirements, ITP will mail the ALLY certificate and Welcome Kit. If further information is required, or the organization does not meet eligibility standards, ITP will provide additional guidance.

**If you do not have access to e-mail, mail directly to ITP Save Energy Now Support, 8920 Stephens Road, Suite 200, Laurel, MD 20723.

Contact Information

Organization Name _____

Name of Primary Contact _____

Role/Title in Organization _____

Street Address 1 _____

Street Address 2 _____

City _____ State _____ Zip Code _____

Phone Number _____ Extension _____

Email Address _____

Organization Web Site _____

Operating Characteristics

Description of Organization

Please provide a 3–5 sentence description of your organization, its mission, and its services and/or products. The information communicated should be aimed at increasing awareness of your organization’s services and/or products that contribute to energy savings for LEADER Companies and industry.

Involvement in Industrial Energy Efficiency

Please provide a description of how your organization’s activities align with the ALLY Eligibility Requirements (outlined in the [ALLY Eligibility and Partnership Application Definitions](#) document), including the suggested impact to ITP and the industrial sector. ITP will use its discretion when determining the activity’s value.

Select Organization Type:

Please select the ALLY Organization Type that you believe is the best fit for your organization. NOTE: A description of each organization type can be found in the [ALLY Eligibility Requirements and Partnership Application Definitions](#) document.

Product & Service Provider | Trade Association & Member Organization | Program Partner

Product & Service Provider

Trade Association &
Member Organization

Program Partner

Performance Scorecard

Please indicate how many of each of the following activities your organization has developed, delivered, or participated in over the past year.

Direct Benefits to LEADER Companies:

Assessments _____

Technical Assistance _____

Project Implementation/
Technology Deployment _____

Indirect Benefits to Other Industrial Companies:

Assessments _____

Technical Assistance _____

Project Implementation/
Technology Deployment _____

Other Indirect Benefits:

Case Studies _____

Hosted Training _____

Project Implementation/
Technology Deployment _____

Show / Exposition _____

Speaker _____

Article _____

Hosted or Co-hosted
Meeting _____

Workshop _____

Distribution of Materials _____

Other _____

The applicant is required to quantify activities conducted based on organization type. Download the [Performance Scorecard](#) to view activity performance rating and weighted values. Please quantify the number of activities conducted in the “Quantity” section under each activity box. After filling the scorecard out, save and submit it with the application.

Performance Activity Description

Please provide a detailed description of each type of activity below, including the suggested impact to ITP and the industrial sector. ITP will use its discretion in evaluating these responses to determine the activity’s value.

For each activity that you indicated, please list the activity name and title, and justify the numbers you provided in the Performance Scorecard by outlining:

- **Activity Summary/Scope** (2-5 sentences ea.)
- **Timeline** (annually, quarterly, etc; indicate date of one-time activities)
- **Results/Impacts**

Please include information about any activity or project that was completed within the last year.

If entering information involving assessments, technical assistance, or project implementation/technology deployment activities, please first describe whether or not the company is a LEADER, and second, describe the activities based on a company’s annual amount of energy consumed, either in Btu or dollars spent (i.e., point values High, Medium, Low).

Assessments:

Technology Assistance:

Project Implementation/Technology Deployment:

Case Studies (case studies must be submitted utilizing the EERE template and in conjunction with the Partnership Application and Performance Scorecard) [access case study guidelines and template:](#)

Hosted Training (for results/impacts, include audience, companies represented, number of attendees, and distinguished value):

Hosted Webinar (for results/impacts, include audience, companies represented, number of attendees, and distinguished value):

Show / Exposition (for results/impacts, include audience, companies represented, number of attendees, and distinguished value):

Speaker (for results/impacts, include audience, companies represented, number of attendees, and distinguished value):

Articles/Publications (for results/impacts, include audience and distribution):

Hosted or Co-hosted Meeting (for results/impacts, include audience, companies represented, number of attendees, and specialized discussions):

Workshop (for results/impacts, include audience, companies represented, number of attendees, and specialized discussions):

Distribution Materials (for results/impacts, include audience, companies represented, outcome, and distinguished value):

Other:

ALLY Logo Usage Guidelines

The *Save Energy Now* ALLY logo is a marketing and outreach tool of the Industrial Technologies Program (ITP) and has been developed to be utilized by ITP and ALLY Organizations. This document explains and outlines the guidelines for the logo's proper use. Whether you are designing a new outreach campaign or simply communicating your organization's energy efficiency commitment, these guidelines are designed to help you make the most of your use of the ALLY logo.

These usage guidelines apply to all external and internal communications by ITP and ALLY Organizations and include, but are not limited to, using the *Save Energy Now* ALLY logo on printed material, advertisements, annual reports, Web sites, employee and/or stakeholder newsletters, etc. An ALLY Organization must apply the following usage requirements when referring to itself as a *Save Energy Now* ALLY in advertising, publications, audiovisual productions, and similar materials. Ensure your organization has the contact information for a signatory or company representative authorized to commit your organization to the terms of this Agreement. You will be required to sign at the end of this document to indicate you have read and understood these guidelines and will abide by them prior to using the logo.

Who may use the *Save Energy Now* ALLY logo?

ITP—along with recognized Product and Service Providers, Trade Associations & Member Organizations, and Program Partners—may use the ALLY logo. ALLY recognition is awarded annually to organizations that have demonstrated active involvement in continuous energy improvement in manufacturing or have provided technical and financial energy efficiency services for industry, as documented through a partnership application procedure and evaluation of activity results. The ALLY Award is based on the previous 12 months' activities and performance, and remains in effect for the subsequent 12 months. If ALLY recognition covers multiple calendar years, a new calendar year logo will be issued.

Prior to being recognized as a *2011 ALLY*, organizations may request to use the *Save Energy Now* generic logo for approved training materials, jointly developed products, links to Web sites, Webinars, banners/posters/brochures for events, case studies, and showcases contributing to the ITP mission.

Use of the *Save Energy Now* ALLY logo

Save Energy Now ALLY Organizations may display the ALLY logo as a promotional and partnership mark. Organizations must enter into an agreement with ITP (as provided by this document) prior to using the logo. Because alterations to these marks can confuse businesses and consumers about the source of the *Save Energy Now* ALLY and reduce its value, logo alterations are strictly prohibited. The *Save Energy Now* ALLY logo is a registered mark of the U.S. Department of Energy (DOE).

Organizations using the ALLY logo must comply with the following guidelines:

1. The *Save Energy Now* ALLY name and logo may never be used in any manner that would imply DOE, ITP, or any related program's endorsement of a company or its products and services. Neither the logo nor the *Save Energy Now* ALLY name may be used in any company name, product name, service name, domain name, or Web site title.
2. Use of the ALLY logo is granted as recognition for performance excellence and quality achievement in promoting and/or supporting ITP.

3. The logo may not be altered, cut apart, separated, or otherwise altered in perspective or appearance. This includes, but is not limited to, changing colors or fonts, rearranging the elements of the logo, and stretching or changing the proportions of the logo.
4. The logo may never be used in a manner that would disparage DOE, its programs, or any other federal government entity.
5. The logo may never be associated with organizations that did not qualify for recognition as an ALLY.
6. Partners and other authorized organizations are responsible for their own use of the ALLY logo, as well as use by their representatives, such as advertising agencies and implementation contractors.



ALLY Organizations must reapply annually for ALLY recognition. If an ALLY is unable or unwilling to renew its application and/or demonstrate performance, the organization may continue to use the logo but must continue to comply with these guidelines and request and use a logo with the embedded indication, "Formerly (calendar year)."

Why use the *Save Energy Now* ALLY logo?

The *Save Energy Now* ALLY logo is a symbol of contribution toward improving industrial energy efficiency. ITP encourages all organizations that commit to the *Save Energy Now* ALLY network to publicize their commitment and successes by displaying the logo.

Where may the *Save Energy Now* ALLY logo be used?

Participating organizations may wish to promote their energy efficiency contributions by co-branding materials consistent with applicable standards, including annual reports, event/conference/showcase/training session displays, organization Web sites, publications (including training materials, case studies, presentations, member held Webinars, product or service fact sheets and ITP generated press releases), and employee and/or stakeholder newsletters.

Organizations may request outreach materials for distribution at events, showcases, conferences etc., by contacting SaveEnergyNow@ee.doe.gov.

Recommended Language

Description of recognized ALLY Organizations:

ALLY Organizations are a national network of partners that lend support to ITP's mission to reduce energy intensity in the U.S. industrial sector and whose activities are consistent with the goals of encouraging continuous energy improvement in manufacturing. ITP works cooperatively with various *Save Energy Now* ALLY Organizations—Product and Service Providers, Trade Associations & Member Organizations, and Program Partners.

Proper use of *Save Energy Now* ALLY terminology includes:

1. The names associated with ITP Programs (e.g., ALLY and LEADER) should always appear in capital letters. These terms should never be pluralized.
2. In the event that the plural form of the initiative terms need to be used, they should be presented as "LEADER Companies" or "ALLY Organizations." Always capitalize "Companies" and "Organizations."

- 3. Always spell out and italicize *Save Energy Now* in text—it should never be abbreviated or capitalized. The only time *Save Energy Now* should not be italicized is when it is displayed in logos.
- 4. When using *Save Energy Now* logos, the registration symbol ® must be used the first time the phrase “*Save Energy Now*” appears in materials.
- 5. When referring to the *Save Energy Now* Pledge, the letter “P” is always capitalized.
- 6. When referring to *Save Energy Now* initiative, the “i” in initiative should always be lowercase.
- 7. Always use the number “10” and never spell out “ten” when stating the *Save Energy Now* goal to drive a 25% reduction in industrial energy intensity in 10 years.

Upon awarded recognition as an ALLY Organization, an electronic version of the ALLY logo with the calendar year awarded will be provided in an ALLY Welcome Kit, in addition to an ALLY Certificate for display purposes.

Mark Violations

ITP actively monitors proper compliance of the *Save Energy Now* ALLY name and marks. The following explains the general course of action for addressing mark violations:

- 1. If an organization is misusing the marks, it first will be contacted in writing or by telephone. If an organization receives such a contact, a response explaining the apparent violation and the proposed remedy is required within seven business days.
- 2. A reasonable amount of time will be given to correct the error(s) per ITP’s discretion. The timeframe will be dependent upon the medium in which the violation appeared and the severity of the violation.
- 3. At the end of the indicated timeframe, ITP will follow up to ensure correction of the error(s) and confirm satisfactory resolution. Failure to make the required changes within the indicated timeframe may result in termination of a stakeholders’ participation in *Save Energy Now*, the de-listing of the organization from the ALLY participant Web site, and/or legal action.

Permission Requirements and Agreement

I understand that receiving ALLY recognition constitutes permission to use the *Save Energy Now* ALLY logo. As an ALLY, _____ will properly use the logo during the issued calendar year per the usage requirements herein. _____ understands that DOE reserves the right to require an organization to withdraw advertising or promotional material immediately or to publish, at the organization’s cost, a retraction and/or clarification in connection with any false or misleading statements or any violation of these guidelines. _____ agrees in advance to remedy such violations with the action deemed appropriate by DOE and apply the above guidelines when referring to *Save Energy Now* ALLY and associated marks.

Signature

Date

This usage guidelines document must be signed, dated, and submitted in conjunction with the ALLY Partnership Application and Performance Scorecard. This document can be signed and dated electronically and e-mailed as an attachment, or it can be printed and mailed to the attention of: ITP *Save Energy Now* Support, 8920 Stephens Road, Suite 200, Laurel, MD 20723. Upon receiving the signed Logo Usage Guidelines, Partnership Application, and Performance Scorecard, ITP will begin processing your application.

Thank you for observing these guidelines.

Use of the U.S. Department of Energy Seal

To request permission to use the U.S. Department of Energy seal, and for usage guidelines, visit http://management.energy.gov/administrative_services/DOE_Seal.htm#Process_to_request_permission_to_use_the_DOE_seal.

Questions about using Marks / Special Situations

These guidelines may not address all potential advertising situations. In those instances where usage permissions are uncertain, organizations should contact SaveEnergyNow@ee.doe.gov to discuss the proposed advertising activity and arrange for prior written approval. If you have questions regarding *Save Energy Now* ALLY related publicity or these requirements please contact Carolina Sanchez at CSanchez@bcs-hq.com.